

## AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Cancelled)
2. (Currently amended) The composition of claim 4 30 wherein B is selected from the group consisting of acrylamide, methacrylamide; *N*-alkylacrylamides, *N,N*-dialkylacrylamide; methyl methacrylate, methyl acrylate; acrylonitrile; *N*-vinyl methylacetamide; *N*-vinylformamide; *N*-vinylmethyl formamide; vinyl acetate; *N*-vinyl pyrrolidone; and mixtures of any of the foregoing.
3. (Currently amended) The composition of claim 4 30 wherein C is selected from the group consisting of diallyldialkylammonium halides, (meth)acrylates of dialkylaminoalkyl compounds, such as dimethylaminoethyl (meth)acrylate, diethylaminoethyl (meth)acrylate, dimethyl aminopropyl (meth)acrylate, 2-hydroxydimethyl aminopropyl (meth)acrylate, aminoethyl (meth)acrylate, and the salts and quaternaries thereof; the *N,N*-dialkylaminoalkyl(meth)acrylamides, such as *N,N*-dimethylaminoethylacrylamide, and the salt and quaternaries thereof and mixtures of any of the foregoing.
4. (Currently amended) The composition of claim 4 30 wherein the diblock and triblock surfactant is a copolymer based on polyester derivatives of fatty acids and poly[ethyleneoxide].
5. (Currently amended) The composition of claim 4 30 wherein diblock and triblock surfactant to monomer ratio is at least about 4:100.

6. (Currently amended) The composition of claim 4 30 further comprising cellulose fiber.
7. (Currently amended) A method of making a cellulose fiber composition which comprises adding to a cellulose pulp slurry the water-soluble cationic copolymer of claim 4 30.
8. (Currently amended) The composition of claim 4 30 wherein the emulsification surfactant consists of a blend of a polymeric surfactant comprising one or two polymeric components derived from oil-soluble complex monocarboxylic acid and a water-soluble component derived from polyalkylene glycol, and sorbitan monooleate; and 2,2'-azobisisobutyronitrile is employed as the free radical initiator.
9. (Original) The composition of claim 8 wherein the surfactant system has a combined Hydrophilic-Lipophilic Balance of less than 8.
10. (Original) The composition of claim 9 wherein the diblock and triblock surfactant is a copolymer based on polyester derivatives of fatty acids and poly[ethyleneoxide].
11. (Currently amended) The composition of claim 4 30 wherein the ratio of B:C is about 99:1 to about 50:50.
12. (Original) The composition of claim 11 wherein the ratio of B:C is about 95:5 to about 50:50.

13. (Currently amended) The composition of claim 4 30 wherein k' is greater than 0.6.
14. (Currently amended) The composition of claim 4 30 wherein G' is greater than 75.
15. (Cancelled)
16. (Currently amended) The composition of claim 45 31 wherein B is selected from the group consisting of acrylamide, methacrylamide; *N*-alkylacrylamides, *N,N*-dialkylacrylamide; methyl methacrylate, methyl acrylate; acrylonitrile; *N*-vinyl methylacetamide; *N*-vinylmethyl formamide; *N*-vinylformamide; vinyl acetate; *N*-vinyl pyrrolidone; and mixtures of any of the foregoing.
17. (Currently amended) The composition of claim 45 31 wherein C is selected from the group consisting of diallyldialkylammonium halides, (meth)acrylates of dialkylaminoalkyl compounds, such as dimethylaminoethyl (meth)acrylate, diethylaminoethyl (meth)acrylate, dimethyl aminopropyl (meth)acrylate, 2-hydroxydimethyl aminopropyl (meth)acrylate, aminoethyl (meth)acrylate, and the salts and quaternaries thereof; the *N,N*-dialkylaminoalkyl(meth)acrylamides, such as *N,N*-dimethylaminoethylacrylamide, and the salt and quaternaries thereof and mixtures of any of the foregoing.
18. (Currently amended) The composition of claim 45 31 wherein A is selected from the group consisting of the free acids and salts of acrylic acid; methacrylic acid; maleic acid; itaconic acid; acrylamidoglycolic acid; 2-acrylamido-2-methyl-1-propanesulfonic acid; 3-allyloxy-2-hydroxy-1-propanesulfonic acid; styrenesulfonic acid; vinylsulfonic

acid; vinylphosphonic acid; 2-acrylamido-2-methylpropane phosphonic acid; mixtures of any of the foregoing.

19. (Currently amended) The composition of claim ~~45~~ 31 wherein the diblock and triblock surfactant is a copolymer based on polyester derivatives of fatty acids and poly[ethyleneoxide].

20. (Currently amended) The composition of claim ~~45~~ 31 wherein diblock and triblock surfactant to monomer ratio is at least about 4:100.

21. (Currently amended) The composition of claim ~~45~~ 31 further comprising cellulose fiber.

22. (Currently amended) A method of making a cellulose fiber composition which comprises adding to a cellulose pulp slurry the water-soluble cationic copolymer of claim ~~45~~ 31 .

23. (Currently amended) The composition of claim ~~45~~ 31 wherein the emulsification surfactant consists of a blend of a polymeric surfactant comprising one or two polymeric components derived from oil-soluble complex monocarboxylic acid and a water-soluble component derived from polyalkylene glycol, and sorbitan monooleate; and 2,2'-azobisisobutyronitrile is employed as the free radical initiator.

24. (Original) The composition of claim 23 wherein the surfactant system has a combined Hydrophilic-Lipophilic Balance of less than 8.

25. (Original) The composition of claim 24 wherein the diblock and triblock surfactant is a copolymer based on polyester derivatives of fatty acids and poly[ethyleneoxide].
26. (Currently amended) The composition of claim ~~45~~ 31 wherein the minimum amount of each of A, B and C is 5%.
27. (Original) The composition of claim 26 wherein the minimum amount of each of A, B and C is 7%.
28. (Currently amended) The composition of claim ~~45~~ 31 wherein k' is greater than 0.6.
29. (Currently amended) The composition of claim ~~45~~ 31 wherein G' is greater than 75.
30. (New) A copolymer composition comprising:  
at least one associative inverse emulsion copolymer, wherein said at least one associative inverse emulsion copolymer has associative properties provided by an effective amount of at least one emulsification surfactant chosen from diblock and triblock polymeric surfactants wherein said at least one associative inverse emulsion copolymer comprises:  
at least one nonionic polymer segment B comprised of one or more ethylenically unsaturated nonionic monomers, and  
at least one cationic polymer segment C comprised of one or more ethylenically unsaturated cationic monomers;  
the molar % ratio of B:C is from 99:1 to 1:99; and

wherein said at least one associative inverse emulsion copolymer has a Huggins' constant ( $k'$ ) determined in 0.01 M NaCl greater than 0.5; and said at least one associative inverse emulsion copolymer has a storage modulus ( $G'$ ) in a 3.0 wt % actives polymer solution at 6.3 Hz greater than 50 Pa.

31. (New) A copolymer composition comprising:

at least one associative inverse emulsion copolymer, wherein said at least one associative inverse emulsion copolymer has associative properties provided by an effective amount of at least one emulsification surfactant chosen from diblock and triblock polymeric surfactants wherein said at least one associative inverse emulsion copolymer comprises:

at least one nonionic polymer segment B comprised of one or more ethylenically unsaturated nonionic monomers,

at least one cationic polymer segment C comprised of one or more ethylenically unsaturated cationic monomers, and

at least one anionic polymer segment A comprised of one or more ethylenically unsaturated anionic monomers;

the minimum amount of A is 1% of the total amount of monomer used to form the polymer;

the molar % ratio of B:C is from 99:1 to 1:99; and

wherein said at least one associative inverse emulsion copolymer has a Huggins' constant ( $k'$ ) determined in 0.01 M NaCl greater than 0.5; and said at least one associative inverse emulsion copolymer has a storage modulus ( $G'$ ) in a 1.5 wt % actives polymer solution at 6.3 Hz greater than 50 Pa.

32. (New) A copolymer composition comprising:

at least one structured inverse emulsion copolymer, wherein said at least one structured inverse emulsion copolymer has associative properties provided by an

effective amount of at least one emulsification surfactant chosen from diblock and triblock polymeric surfactants wherein said at least one structured inverse emulsion copolymer comprises:

at least one nonionic polymer segment B comprised of one or more ethylenically unsaturated nonionic monomers, and

at least one cationic polymer segment C comprised of one or more ethylenically unsaturated cationic monomers;

the molar % ratio of B:C is from 99:1 to 1:99; and

wherein said at least one structured inverse emulsion copolymer has a Huggins' constant ( $k'$ ) determined in 0.01 M NaCl greater than 0.5; and said at least one structured inverse emulsion copolymer has a storage modulus ( $G'$ ) in a 3.0 wt % active polymer solution at 6.3 Hz greater than 50 Pa.